



STUDY OF FACTORS INFLUENCING CINEGOERS PREFERENCE FOR MULTIPLEX COMPARED TO SINGLE SCREEN CINEMAS IN PUNE

Amit Mohan Sharma¹ | Komal Chopra²

^{1,2}Symbiosis Institute of Management Studies, Pune

ABSTRACT

The purpose of this research is to highlight the various aspects which lead to the preference of multiplexes over single screen theatres. The survey would be conducted across a minimum of ten malls across Pune. A questionnaire would also be floated online as well in order to know the opinion of the public as a whole. Primary data was collected through a structured questionnaire using mall intercept technique at malls in Pune. The consumer preference was captured using a rank order scale of 1 to 5, 1 being the most preferred and five being the least preferred. Convenience sampling technique was used to collect the data. A null hypothesis was constructed keeping in mind various variables and factor analysis technique was used to test the hypothesis. The study will help mall managers to identify various factors which lead to the preference of multiplexes over single screen theatres.

KEY WORDS: cinegoers, multiplex, movie.

CONCEPT DEFINITIONS

Multiplexes

Multiplexes are purpose built cinemas offering a wide choice of viewing across atleast five screens (P Hubbard, 2003).

Single screen cinemas

Since there is no conclusive definition of single screen cinemas the researcher would like to present the definition of cinema which is quite relevant to the text.

Cinema

Light projected through moving celluloid replaced by technological means on a screen (Ellis, 1978)

PURPOSE OF RESEARCH

Multiplex segment is growing while single screen segment is declining. As of March 2005,there were approximately 13000 cinemas in India of which 73 were multiplexes with a total of 276 screens.multiplexes constitute only 0.6% of about 12000 cinemas halls, but account for28% to 34% of box office collection for top 50 films in 2004(Yes bank, 2004). Growing film industry is the key driver for generating more footfalls for film exhibition industry growing faster(IBEF,2013).

The modern shopping malls offer variety of entertainment services, life style products,gaming hubs, food courts and cinemas(Ibrahim and Ng, 2002; Friedberg, 1993). Shopping trips can have many purposes(O'Kelly,1981). If we consider the view point of Davies(1995) people enter in a theatre or cinema for leisure.People are turning towards multiplexes due to various reasons, some of them are safety, better ambience,eateries, security etc.(ooi and sim,2007). One will be surprised to see the number of women walking out of multiplexes after nightfall, but saying that with the boom of multiplexes it is not a happy time for single screen theatres. When it comes to enjoying a movie with a woman companion most of the people prefer multiplexes (Eliashberg et al.,2005).

The purpose of this research is to highlight the various aspects which lead to the preference of multiplexes over single screen theatres. The survey would be conducted across a minimum of ten malls across Pune. A questionnaire would also be floated online as well in order to know the opinion of the public as a whole.

After the expansion of multiplexes in the 1990s, local markets were said to have become 'over screened' with too many cinemas, and some (even recently built) multiplexes closing down (Grummet and Couling, 2000; Kivlehan, 2004). The contraction in the exhibition market has been worse in the USA than in the United Kingdom, (1) Samples drawn on-site over a short period of time are likely to include a disproportionate number of frequent visitors. This is known in the travel-cost literature as 'endogenous stratification'. 484 A Collins, C Hand, A Ryder with four of the six largest cinema chains, along with several smaller chains, filing for bankruptcy protection between 2000 and 2001 (Davis, 2000). All told, these chains accounted for 30% of screens in the USA. In the United Kingdom, by contrast, the number of screens in operation fell by only 2% over the same period. Some commentators contend that continued innovation in the sector (for example, bundling screen experiences with restaurant or bar experiences) means that older cinemas will be subject to more such flux, paralleling changes in the leisure and retailing sector as a whole (Kivlehan, 2004).

Adopting the terminology of Lancaster's (1996) product-attributes theory, even if a multiplex and a nonmultiplex cinema are showing the same film, a multiplex visit provides a different bundle of attributes from that of a visit to a high-street cinema. This is because multiplex cinemas are often embedded in larger retail developments, which contain retail outlets as well as pubs and restaurants. To investigate the effects of travel time and of multiplex cinemas on cinema visit frequency, we employed a version of the individual travel-cost model (ITCM), arguing that visits are a function of travel cost (travel time) and individual characteristics, such as age, socioeconomic group, gender, and number of children.

REVIEW OF LITERATURE

According to Ibrahim and Ng(2002)with an environment of changing consumers shopping activities amount of competition between shopping malls has increased considerably so the modern shopping malls offer variety of entertainment alternatives out of which multiplexes take the prime position.

As per Friedberg (1993) consumer activities like clubbing, entertainment, shopping and dining further draws them to malls which further leads to the revenues of multiplexes.

O' Kelly (1981) studied the relevance of multipurpose trips to shopping malls in consumer travel. The study thus conducted indicates that between 30 to 50 percent of all trips are multipurpose. Multipurpose visits deal with shopping, eating, entertainment which includes multiplexes as well.

As per Davies (1995) people go to cinemas, sports event, clubbing etc. or any of such recreational activities for the sole reason of leisure. Leisure is the time when one is not working or occupied.

Ooi and Sim (2007) found that the most popular activities among people going to shopping malls include spending time with family and friends, shopping, eating and movies. In the same survey it was found out that movie enthusiasts prefer to watch movies at theatres located in shopping centres. The findings of this study can be easily compared to the Indian market due to the similarity of growth patterns in the Indian market as well as the markets of other countries. Urban Indian households visit shopping malls and club shopping with other activities such as movies and dining. Eliashberg et al. (2005) identified two different behaviour patterns in consumers -

1) Movie first and theatre second 2) Theatre first and movie second certain individuals generally prefer to watch movies at a particular theatre only and thus show a tendency of loyalty. This is similar to the customers who go to a nearby store to get groceries even though groceries may be available at a big and fancy store not too far away, but might not have been tried by the customer on an earlier occasion. Researchers have tried to discover those attributes which ensure customer loyalty.

The multiplexes should imperatively have certain basic features such as tangibles, experience enhancing facilities, necessary amenities and elusive atmosphere. Tangible factor contained the items which have physical existence and characteristics, surround the services to help the consumers in making purchase decisions and evaluations (Hoffman and Bateson, 2002). These tangible cues include evidences such as quality of furniture, appearance of service performers and other such indicators (Hoffman and Bateson, 2002) to assess the overall quality of the service encounters in the service industries (Bitner, 1992).

According to (Wakefield and Blodgett, 1996) In multiplexes the convenient and luxurious seats, the availability of big generators for power backup and the overall appearance are the tangible cues which could influence the consumer's decision process. Comfortable and convenient seating arrangements could be a salient issue for customers in service settings where they have to sit for long hours observing or participating in some form of entertainment. In views of Ng, Russell-Bennett and Dagger (2007) in the services of a hedonic nature such as concerts, movies, and theme parks the service providers must enhance the service experience in such a way that could create excitement, pleasure, and enjoyment amongst consumers. The negative impact of home video and cable television on the movie-going behaviour of customers has been overcome by the improvements in theatrical facilities such as the availability of multiple and bigger screens, comfortable seating, improved acoustics and picture presentations, and the offering of numerous ancillary services (Doyle, 1998).

RESEARCH METHODOLOGY

The various steps in the research design are as follows:

1. EXPLORATORY STUDY

The exploratory study was carried out by visiting various multiplexes in Pune. Review of existing literature on movie watching experience in multiplexes was also done. Primary source of information was used for collection of data. Primary source of information consisted of questionnaires which were given randomly to the public coming out of the multiplexes after watching a movie.

The exploratory study helped to identify five variables which create an enriching experience for the cinegoers:

- (a) **Entertainment:** Entertainment is a form of activity which gives pleasure and delight to the audience.
- (b) **Multiple screens:** This refers to the multiple screens in a multiplex which provides the consumers with multiple movie options.
- (c) **Comfort:** This refers to the sense of physical ease resulting from various factors in a multiplex such as screen size, sound quality, sitting arrangement etc.
- (d) **Ambience:** This refers to the mood, special quality or atmosphere of a place.
- (e) **Convenience:** This refers to the physical or physiological ease of consumers in terms of ticket pricing, variety in snack counter, parking facilities etc.

2. RESEARCH QUESTIONS

Based on the gaps in exploratory study, the following research questions were framed:

- (a) What are the various factors influencing the cinegoers preference of multiplexes over single screen theatres?
- (b) Why multiplexes are growing as an entity?

3. RESEARCH OBJECTIVES

The following research objectives were designed to find answers to research questions:

- (a) Factors influencing cinegoers preference of multiplexes over single screen theatres.
- (b) Factors leading to the growth of multiplexes.

4. CREATION OF HYPOTHESIS

Based on the gaps identified in the exploratory study and review of literature, the research objectives and research questions were designed which helped in creation of null and alternate hypothesis.

H0 : There is no significant change in the number of people visiting multiplexes due to better convenience facilities being provided.

H1 : There is significant change in the number of people visiting multiplexes due to better convenience facilities being provided.

H02 : There is no significant change in number of people visiting multiplexes due to better ambience.

H12 : There is significant change in number of people visiting multiplexes due to better ambience.

5. QUESTIONNAIRE DEVELOPMENT

Based on the inputs obtained from review of literature and online research, a structured questionnaire was developed to carry out the study. One set of questions related to personal details of respondents, demographic profile of respondents, frequency of movie watching, timings of movie watching and other factors influencing movie viewing behaviour of consumers was included. All these questions were multiple choice in nature so that the questions could be answered in minimum amount of time. The questions were brief and in a format which was easy to interpret so that it could be understood by masses coming from diverse backgrounds.

To measure the responses related to preference of multiplexes, a rank order based 1 to 5 was prepared, 1 being the highest rank and 5 being the lowest rank. Apart from that the responses related to movie watching experience of multiplexes as compared to single screen cinemas was depicted on Likert scale. Apart from that the basic preference of consumers was depicted on nominal scale.

6. COLLECTION OF PRIMARY DATA

Mall intercept technique was used to collect the primary data from Pune. Among the metropolitan cities of Maharashtra, Pune is one of cities to have seen the largest growth in terms of number of multiplexes. The respondents were intercepted at the exit or parking of a multiplex theatre as the respondents showed reluctance to fill the questionnaire inside. Another reason to intercept the respondents at exits and parking lots was to remove the element of biasness from them, this is due to the reason that if a respondent is at a particular section of a multiplex, he might answer the questions according to his mood at that particular place and time.

7. DATA ANALYSIS

Respondents details related to number of visits to various multiplexes, timings of visit and preference of visit have been represented in tabular form. The data obtained from questionnaire will be analysed and differentiated according to the positives and negatives which thereby lead to the preference of multiplexes by the consumers.

Correlation test followed by Regression analysis would be conducted in order to find out as to how the preference of cinegoers is varied due to various variables. The test would be conducted at a significance value of probability less than 0.05

8. SAMPLING DESIGN

(a) Sampling frame

Since it is difficult to find out from the population about their preference regarding multiplexes, so those multiplexes were considered as the sample frame so that respondents could be gathered from diverse backgrounds. Five multiplexes in Pune were identified. This was done in accordance with their locations so that respondents from diverse backgrounds having diverse views could be gathered.

(b) Sample size

The total sample size was taken as 200 referring to various studies relating to the experience of mall goers and hence their movie watching experience inside a multiplex (G Turner,2005; Duan et al,2008; dipak gaikar, Bijith; 2015) which included singles, young married couples and senior citizens. The sample size per multiplex varied depending on the willingness of the respondents to participate in the survey.

(c) Sampling technique

As the sample audience is large and this being a market oriented study non-probability sampling method i.e. convenience sampling was preferred. This method is the most preferred method used by researchers for various studies relating to people going to malls and as a result going to multiplexes (O'Kelly, 1981; Friedberg 1993).

ANALYSIS OF DATA

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.649	
Bartlett's Test of Sphericity	Approx. Chi-Square	636.256
	df	153
	Sig.	.000

From the above data it can be interpreted that the level of significance is zero and the sample size is sufficient to conduct the research.

Compon-ent	Initial Eigenvalues	Total Variance Explained				
		Total	% of Variance	Cumulative %	Extraction Sums of Squared Loadings	
					Total	% of Variance
1	3.963	22.014	22.014	3.963	22.014	
2	2.55	14.169	36.183	2.55	14.169	
3	1.98	11.001	47.184	1.98	11.001	
4	1.7	9.444	56.628	1.7	9.444	
5	1.374	7.634	64.262	1.374	7.634	
6	1.127	6.258	70.52	1.127	6.258	
7	0.853	4.738	75.258			
8	0.803	4.463	79.721			
9	0.753	4.181	83.903			
10	0.573	3.184	87.087			
11	0.451	2.507	89.594			
12	0.441	2.449	92.044			
13	0.415	2.304	94.347			
14	0.311	1.726	96.074			
15	0.249	1.385	97.459			
16	0.197	1.092	98.551			
17	0.152	0.846	99.397			
18	0.109	0.603	100			

From the above table top three variances were selected (22.014, 14.169, and 11.001) which were further used for analysis of data.

	Component Matrixa					
	Component					
	1	2	3	4	5	6
Movie Preference - Single Screen		-0.62			0.46	
Movie Preference - Multiplex			0.478		0.5	
Do you buy the snacks/refreshments sold inside the multiplex?			-0.77			
If the answer is YES, what is the standard of snacks/refreshment available inside the multiplex?				-0.74		
How are the seating & viewing arrangements inside a multiplex?				-0.56		-0.48
Multiplexes offer more variety			-0.56		0.48	
Multiplexes are more expensive	0.45			0.518		
Multiplexes offer better ambience	0.81					
Multiplexes offer more security	0.85					

	Component					
	1	2	3	4	5	6
Multiplexes offer more comfort	0.86					
Multiplexes offer greater convenience (snacks, cleanliness, ample parking etc.)	0.74					
What is the best and unique feature of a multiplex?						-0.69
Please rate the importance of factors which you consider while going to a multiplex with respect to the following (1-Most Important, 5-Least Important) [Quality of viewing experience]	0.43	0.576				
Please rate the importance of factors which you consider while going to a multiplex with respect to the following (1-Most Important, 5-Least Important) [Variety of snack counters]		0.425				
Please rate the importance of factors which you consider while going to a multiplex with respect to the following (1-Most Important, 5-Least Important) [Ambience]	0.45	0.45				
Please rate the importance of factors which you consider while going to a multiplex with respect to the following (1-Most Important, 5-Least Important) [Facilities (AC, Parking, Staff etc.)]		0.529				
Please rate the importance of factors which you consider while going to a multiplex with respect to the following (1-Most Important, 5-Least Important) [Security]		0.441				
Please rate the importance of factors which you consider while going to a multiplex with respect to the following (1-Most Important, 5-Least Important) [Overall Experience]	0.42	0.488				

The following table was prepared by consolidating the data which was interpreted by using factor analysis. So from the analysis two major factors came to light namely facilities and convenience and ambience which have been used to test the null hypothesis.

Sr. No.	Particulars	Factors
1	Multiplexes offer better ambience Multiplexes offer more security Multiplexes offer more comfort Multiplexes offer greater convenience (snacks, cleanliness, ample parking etc.)	Facilities and Convenience
2	Please rate the importance of factors which you consider while going to a multiplex with respect to the following (1-Most Important, 5-Least Important) [Quality of viewing experience]	
	Please rate the importance of factors which you consider while going to a multiplex with respect to the following (1-Most Important, 5-Least Important) [Facilities (AC, Parking, Staff etc.)]	

INFERENCE

The test results show that there is significant difference in number of people visiting multiplexes with respect to better facilities in terms of ambience, security, comfort, snacking counters, cleanliness and ample parking. Hence the alternate hypothesis is accepted.

MANAGERIAL IMPLICATIONS

The study will help the mall managers and the managers of various multiplexes to interpret the importance of various facilities being provided to people so the movie watching experience of people can be further enhanced due to which more and more footfalls can be expected in multiplexes. This can help build consumer loyalty and benefit both people and multiplexes as a whole.

BIBLIOGRAPHY

- Archaeologists Find Golden-Age Marketplace in Athens. Associated Press. 5 March 2007. 20 January 2010
- American Cinema of the 1970s: Themes and Variations Rutgers University Press, 2007
- Britain Can Take It: The British Cinema in the Second World War By Anthony Aldgate; Jeffrey Richards Edinburgh University Press, 1994 (2nd edition)
- Beyond the Multiplex: Contemporary Trends in Film Exhibition in Dublin Contributors: Leahy, Eileen
- Beloved Historic Theaters Add to Movie Experience Daily Herald (Arlington Heights, IL), January 1, 2015
- Customer orientation (Dean and Bowen, 1994).
- Companion Encyclopedia of Middle Eastern and North African Film Routledge, 2001
- Competition and dynamic forces (Lengnick Hall, 1996; Boundsetal., 1994),
- Censorship and the Permissive Society: British Cinema and Theatre, 1955-1965 By Anthony Aldgate
- The Dream That Kicks: The Prehistory and Early Years of Cinema in Britain By Michael Chanan Routledge, 1995 (2nd edition)
- Evolution of the Shopping Centre Schoenherr, Steven. 2006. 13 January 2010

12. From cinema hall to multiplex: A public history
13. Athique, A. (2011). From cinema hall to multiplex: A public history. *South Asian Popular Culture*, 9(2), 147-160.
14. Adams, Arvil V. (2011),
15. Hopping Innovations: The Mall Bellis, Mary. 2010. 12 January 2010
16. Mall Facts: Strange and Wonderful Facts About our Shopping Malls. Daughters, Howard. 2010
17. Multiplexes Turning Average Film Outing into an Event Daily Herald (Arlington Heights, IL), September 29, 1997
18. Mall Management: An analysis of customer footfall patterns in Shopping Malls in India Dr Mamta Mohan * , Kavita Tandon ** * Associate Professor, Amity University. International Journal of Scientific and Research Publications, Volume 5, Issue 3, March 2015
19. Middle-East Journal of Scientific Research 8 (3): 566-574, 2011 Corresponding Author: Dr. Tooraj Sadeghi, Department of Business Management, Islamic Azad University, The Effect of Shopping Mall Environment on Shopping Behavior under a Model Tooraj Sadeghi and Fereshteh Bijandi
20. Mohammed Ismail El-Adly, (2007) "Shopping malls attractiveness: a segmentation approach", International Journal of Retail & Distribution Management, Vol. 35 Iss: 11, pp.936 – 95
21. Multiplexes Industry in India - 2015 ; Market size, Market trends, Growth drivers, Future forecast, Market opportunity
22. Nichollas J.A.F, Roslaw, S and Dublisch(1997),"Time and companionship": Kwy factors in Hispanic shopping behaviour" journal of consumer Marketing.
23. Publication: Estudios Irlandeses - Journal of Irish Studies, No. 8, Annual 2013
24. Picture of Greek Marketplace (Agora) at Thessalonica. 23 January 2010
25. Roy D. Howell and Jerry D. Rogers (1981) , "Research Into Shopping Mall Choice Behavior", in NA - Advances in Consumer Research Volume 08, eds. Kent B. Monroe, Ann Abor, MI : Association for Consumer Research, Pages: 671-676.
26. Sensational Shoe Shops and Deals. Bielenberg, Julie. 2003. 30 January 2010.
27. The links between market driving, customer satisfaction and business performance (BuzzelandGale,1987; Narverand Slatser, 1990)
28. Tauber, E.M.(1972). Why d people shop? Journal of marketing
29. 1-1-1994 The Evolution of Shopping Center Research: A Review and Analysis Mark Eppli Marquette University, mark.eppli@marquette.edu John D. Benjamin the American University International Journal of Retail & Distribution Management
30. The Movie going Experience, 1968-2001 Film & History, Vol. 34, No. 2, 2004